

considered to be the differentiation of the organizational products and services, which would be attained throughout the enhancement of the organizational innovativeness and fast response for the needs of the customers. For example, Zara, the Spanish fashion retailer, succeeded in the position itself within the highest position in the market, because of its capabilities to meet the demands of the customers in the different markets in the entire world, which had been attained throughout the development of effective information systems, which integrate the entire activities of the organization (He, 2012: p 46).

b) Globalization and sustainable competitive advantages

One of the sources for sustainable competitive advantages is considered to be the globalization of the organization. Globalization of the firms' production and operation had been leading to the enhancement of the organizational capacities to gain higher competitive advantages. According to Achrol (1991), the trans-organization firms became able to enhance their competitiveness throughout the outsourcing of their processes, which can be recognized as less important for the organizational superiority, which provide the organizations with a higher ability to focus on their core operations and competencies (Lusch & Vargo, 2004: P. 13). Global sourcing is considered to be one of the toughest missions for the management of the organizations. For instance, according to Kotabe & Helsen (2004), the success in developing a global sourcing strategy would require the integration of the efforts and capabilities of the entire organizational departments and divisions. The main benefits that can be gained by the global sourcing strategy are considered to be the enhancement of the organizational capabilities to enhance the efficiency and the effectiveness of their production

products and services of the organization to meet the demands and needs of the customers. Finally, lean production would be enabling the organization to enhance the development and continuous improvement of the organizational operations, as well as human resources development. Sitkin (1991) ensured that the lean organizations are considered to be more perfect in the implementation of the organizational operations, maximization of efficiency, and continuous improvement to the organizational processes, resources, and products, which would be setting the organizations in the top of the competition on national and international markets (Lewis, 2000: p. 966).

d) Learning organization and sustainable competitive advantages

One of the sources for sustainable competitive advantages is considered to be the development of a learning organization. The concept of learning organization had been defined as the organization, in which employees would be motivated to enhancing not only the acquisition of the information and knowledge, but also to learn to transform that information into actions. According to Boyette (1995), the learning organization would be holding employees with high learning curve, which would be enhancing their abilities to understand and assess the surrounding environment to ensure that their performance will be continuously evolving. In addition, the interpretation of the learning process within the organization, it had been recognized as a collective approach, rather than individualistic approach. This would be ensuring the need for the entire members of the organization to engage and contribute in the learning process (Gilley, 2008: p. 17). The importance of the learning cultures within the organization would be based on the fact that the enhancement of the employees' learning would lead to the enhancement of their performance in the organization, as